

KAUR: The voice from the top of Old Main



Lynn Oglenian takes the mike during her show on KAUR, Augustana's FM radio station.

(Photo by Dave Grindberg)

By Bob Croce
Staff Writer

"KAUR... 89.1 on your FM dial," a familiar voice says from your radio. That disc jockey may be any one of 82 Augustana students on the KAUR working staff.

With a constantly growing listening audience, KAUR is a commercial-free radio station offering a variety of programming. There is the morning show, with the more mellow tunes to wake up to... to the classical show to dine with during lunch... to 'Just Jazz' with songs by the newest jazz artists (plus some golden oldies). Every evening, there is the 'Kaleidoscope' show with a flexible format in music and the latest in news, weather and sports.

KAUR first began broadcasting in October, 1972 and is presently headed by Brian Bonde, station manager. Gina Hartig is the faculty advisor to the student staff members, who can work at the station for a 1/4 course credit.

The *Mirror* spoke with a few of the D.J.'s at the station. The first interview-ee was senior Jim Johnson, the disc jockey of the 'Just Jazz' spot on Sunday nights.

Mirror: Jazz? When most people think of jazz, the new, modern tunes come to mind...the very free-flowing type of jazz compared to the jazz of the 1940's and 50's. Do you ever get any listeners' reaction to either of these two categories?

Johnson: Most of the people like the middle of the jazz line. I've had a few callers saying they didn't like the old big band songs all that well, and the same with the modern pieces, but you

have to get an understanding of jazz. When I first started here, during my freshman year, I wasn't the DJ for the 'Just Jazz' show, and when I entered into it, I knew nothing of the material or groups, but little by little I became accustomed to jazz and its variations.

The *Mirror* spoke next with Jane Austin, KAUR news director. Jane has been at KAUR for approximately a year and a half, and she DJ'ed for about a year.

Mirror: What are your main responsibilities?

Austin: Basically arranging the 12 p.m. and the 7 p.m. news. I'm not only gathering people to just state the current events and issues, but to have them create format and style.

Mirror: Just current events? Or are you going to go into other ways of news broadcast?

Austin: Once the format is organized, I'll hope to do features that involve Augustana campus, the Sioux Falls area and the political issues of the day.

Mirror: How many people are on the news staff alone?

Austin: There are about twenty people doing the news. It is great to meet a variety of people around the area, and to work with them. You know, not all the personnel are from Augustana.

Mirror: What are your feelings about the station in general?

Austin: Well, it isn't a coat and tie atmosphere in some areas. Like the evening show... that kind of flows naturally, and it is tight in the area of news broadcasting. Being the news director has given

KAUR/ to page 5



Matt Effken ponders the programming schedule for the KAUR format.

me a clearer insight on what really goes on behind the album scene. Working here, or at any radio station, is a good springboard to further a career in radio.

Mirror: Would you like to go into radio as a career?

Austin: It's a very definite possibility. Maybe not for a long term basis but I do enjoy the atmosphere. I guess KAUR has kept my spirits high about this school.

The *Mirror* also spoke with Dave Olson, alias "Max Stout", who has been employed at KAUR for eleven months. Dave is a DJ for the Kaleidoscope show.

Mirror: What do you think of the Kaleidoscope show and the station in general?

Olson: Love it. The new staff with Brian as station manager, Matt Effken, program director, and Doug Behrens, director of traffic and operations, have

given this station a new look.

To me, the staff has changed this from a college radio station into a radio station from a college, we don't have any of the typical station attire like lunch reports, but something everyone can listen to. The format of the evening has also changed. The classical show used to be aired from 7 to 9 p.m. right along with the Kaleidoscope show, and for me, it just wasn't right, to mix Beethoven and Black Sabbath. Mirror: What determines the style of the evening show?

Olson: Well, I go by the requests. If I get several calls for hard rock, that's what I turn to, but if it is a medium style of music, that's the alley I turn down. We have a policy here that 50 percent of the tunes must be new, or up-to-date songs, and the other 50 percent is requests. And for requests we get anything from the "B52's" to the new "Led Zepplin" tunes. The neatest facet about this station is that it is "Anti-top 40." We're not repetitious with the songs, and very rarely do you hear the same song twice in one evening.

KAUR will experience a power increase in January. This will allow a larger listening audience to enjoy their broadcasts (in Dolby stereo)... 24 hours a day... live from the Augustana campus.



Tom Reed applies technical know-how to equipment at KAUR.

PHOTOS BY DAVE GRINDBERG



KAUR's Doug Behrens prepares for a broadcast at Augie's radio station, located on the top floor of Old Main.

ASBURY
UNITED
METHODIST
CHURCH

